

## CLAIMS

What is claimed is:

1. A method to facilitate a network-based commerce transaction, the method including:

recording establishment of a commerce transaction agreement between the first and second parties for purchase of an offering, wherein the commerce transaction agreement is established utilizing a network-based transaction system and wherein the commerce transaction agreement imposes first and second obligations on the first and second parties, respectively; and

automatically presenting an reminder option to the first party that is exercisable by the first party to remind the second party to comply with the obligations of the second party imposed under the commerce transaction agreement.

2. The method of claim 1 including only automatically presenting the reminder option a predetermined time interval after the establishment of the commerce transaction agreement between the first and second parties.
3. The method of claim 2 wherein the predetermined time interval is

at least three days.

4. The method of claim 1 including automatically disabling the reminder option after the issuance of a predetermined number of reminders to the second party by exercising of the reminder option by the first party.
5. The method of claim 1 wherein the reminding of the second party comprises issuing an electronic communication to the second party.
6. The method of claim 5 wherein the electronic communication includes any one of a group of communications including an electronic mail message, a page message, a wireless access protocol (WAP) message, a simple message service (SMS) message and a display on a markup language document.
7. The method of claim 1 wherein the first party comprises a seller of the offering and the second party comprises a buyer of the offering, and wherein the reminder option comprises an option to communicate a payment reminder to the buyer of the offering to provide a payment to the seller of the offering.
8. The method of claim 1 wherein the first party comprises a buyer of the offering and the second party comprises a seller of the offering, and

wherein the reminder option comprises an option to communicate a delivery reminder to the seller of the offering to deliver the offering to the buyer.

9. The method of claim 1 wherein the commerce transaction agreement is concluded between the first and second parties utilizing a network-based auction facility, and wherein the recording of the establishment of the commerce transaction agreement is performed at the network-based auction facility.

10. The method of claim 1 wherein the commerce transaction agreement is concluded between first and second parties utilizing a peer-to-peer trading system, and wherein the recording of the establishment of the commerce transaction agreement is performed at a computer systems of the first party.

11. The method of claim 1 wherein the automatic presentation of the reminder option comprises presenting a reminder display element utilizing a graphical user interface, the reminder display element being user-selectable to initiate a reminder process.

12. The method of claim 11 wherein the reminder display element comprises any one of a group of elements including a graphic element and a text element.

13. The method of claim 11 wherein the graphical user interface comprises a markup language document.
14. The method of claim 11 wherein the reminder display element is displayed in association with description information regarding the commerce transaction.
15. The method of claim 11 wherein the reminder display element is displayed in a first state prior to the expiration of a predetermined time interval after the establishment of the commerce transaction agreement to indicate that the reminder option is unavailable until after expiration of the predetermined time interval.
16. The method of claim 15 wherein the reminder display element is displayed in a second state subsequent to exercising of the reminder option a predetermined number of times by the first party.
17. The method of claim 16 wherein the reminder display element is displayed in a third state to indicate that the reminder option is available to the first party after the expiration of the predetermined time interval and prior to the exercising of the reminder option a predetermined number of times by the first party.

18. A system to facilitate a network-based commerce transaction, the system including:

a database to record establishment of a commerce transaction agreement between the first and second parties for purchase of an offering, wherein the commerce transaction agreement is established utilizing a network-based transaction system and wherein the commerce transaction agreement imposes first and second obligations on the first and second parties, respectively; and

a communication engine automatically to present an reminder option to the first party that is exercisable by the first party to remind the second party to comply with the obligations of the second party imposed under the commerce transaction agreement.

19. The system of claim 18 wherein the communication engine is only automatically to present the reminder option a predetermined time interval after the establishment of the commerce transaction agreement between the first and second parties.

20. The system of claim 19 wherein the predetermined time interval

is at least three days.

21. The system of claim 18 wherein the communication engine is automatically to disable the reminder option after the issuance of a predetermined number of reminders to the second party by exercising of the reminder option by the first party.
22. The system of claim 18 wherein the communication engine is automatically to issue an electronic communication to the second party to remind the second party to comply with the obligations of the second party.
23. The system of claim 22 wherein the electronic communication includes any one of a group of communications including an electronic mail message, a page message, a wireless access protocol (WAP) message, a simple message service (SMS) message and a display on a markup language document.
24. The system of claim 18 wherein the first party comprises a seller of the offering and the second party comprises a buyer of the offering, and wherein the reminder option comprises an option to communicate a payment reminder to the buyer of the offering to provide a payment to the seller of the offering.

25. The system of claim 18 wherein the first party comprises a buyer of the offering and the second party comprises a seller of the offering, and wherein the reminder option comprises an option to communicate a delivery reminder to the seller of the offering to deliver the offering to the buyer.
26. The system of claim 18 wherein the commerce transaction agreement is concluded between the first and second parties utilizing a network-based auction facility, and wherein the database to record the establishment of the commerce transaction agreement is located at the network-based auction facility.
27. The system of claim 18 wherein the commerce transaction agreement is concluded between first and second parties utilizing a peer-to-peer trading system, and wherein the database to record the establishment of the commerce transaction agreement is located at a computer systems of the first party.
28. The system of claim 18 wherein the communication engine is to present a reminder display element utilizing a graphical user interface, the reminder display element being user-selectable to initiate a reminder process.
29. The system of claim 28 wherein the reminder display element

comprises any one of a group of elements including a graphic element and a text element.

30. The system of claim 28 wherein the communication engine includes a page server, and wherein graphical user interface comprises a markup language document.

31. The system of claim 28 wherein the communication engine is to display the reminder display element in association with description information regarding the commerce transaction.

32. The system of claim 28 wherein the communication engine is to display the reminder display element in a first state prior to the expiration of a predetermined time interval after the establishment of the commerce transaction agreement to indicate that the reminder option is unavailable until after expiration of the predetermined time interval.

33. The system of claim 32 wherein the truncation engine is to display the reminder display element in a second state subsequent to exercising of the reminder option a predetermined number of times by the first party.

34. The system of claim 33 wherein the communication engine is to display the reminder display element in a third state to indicate that the

reminder option is available to the first party after the expiration of the predetermined time interval and prior to the exercising of the reminder option a predetermined number of times by the first party.

35. A computer-readable medium storing a sequence of instructions that, when executed by a machine, cause of the machine to:

record establishment of a commerce transaction agreement between the first and second parties for purchase of an offering, wherein the commerce transaction agreement is established utilizing a network-based transaction system and wherein the commerce transaction agreement imposes first and second obligations on the first and second parties, respectively; and

automatically present an reminder option to the first party that is exercisable by the first party to remind the second party to comply with the obligations of the second party imposed under the commerce transaction agreement.